markowitz
SALES CONSULTING

KEYNOTE TOPICS AND TRAINING CURRICULUM

Twelve presentations, built from the book.

Everything here comes out of *What They Can't See* — the same seven-step process in three formats: keynotes that change how a room thinks about selling, a session for the accounts that quietly stop moving, and one module per step for a team working through the process. Each deck carries speaker notes.

THE KEYNOTES

Keynote

What They Can't See

The core presentation. Why you cannot demonstrate your way to a sale, and the seven-step process that works instead. The only deck that teaches the whole process end to end.

45–60 minutes · Best for sales kickoffs and conferences

Keynote

Four Vendors Before Eleven A.M.

Why your customer cannot tell you apart from the four who came before you, and what changes when they can. The most immediately usable with a working sales team.

45 minutes · Best for working sales teams

Keynote

Show Me the Money, and Other Lies About Sales

How three films taught a generation to picture the job wrong, and what the research actually says about what works. The lightest of the four and the easiest to sell to a mixed audience.

45–60 minutes · Best for mixed audiences

Keynote

You're Yoda, Not Luke

Making the customer the hero of their own story, and the psychology of a decision you did not force. Draws the sharpest pushback from experienced sellers, because it asks them to give up the presentation.

45 minutes · Best for experienced sellers

THE CROSS-CUTTING MODULE

Cross-cutting module

Getting Out of the Friend Zone

Not one of the seven steps — a failure mode that spans Decision, Next Steps and Rapport. The account is happy, the meetings are pleasant, nothing is being agreed. Built as an additional module for account managers and farmers.

Three diagnoses: a process problem, a rapport problem, or a fit problem

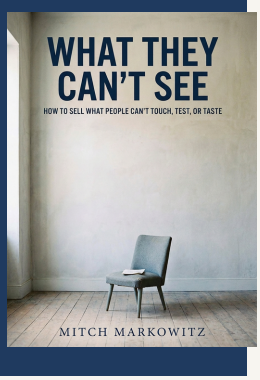
THE BOOK

Mitch Markowitz is the author of

What They Can't See

How to sell what people can't touch, test, or taste.

The process used in this practice is the one he wrote about in that book — developed over 25+ years of selling services with no showroom, no test drive and nothing to demonstrate, and taught to sales professionals in dozens of industries.



CORE PROGRAM

One module per step, run in order. A team that works through all seven ends with a scored profile of its own process, out of 144.

Step one

Mindset

The meeting is the unit of work — not the quarter, not the pipeline, not the deal. Covers the five questions to answer before every call and the choice behind them.

Failure mode covered: the Firefighter · Assessment: 27 points

Step two

Agenda

Your customer's first opportunity to say yes, and your last chance to set the floor. The four P's, the 24-hour rule, and the email that gets a skeptic to hold the floor.

Assessment: 18 points

Step three

Rapport

Trust is the goal; likeability is the byproduct. Open door questions, the two kinds of trust, and the correction he learned the hard way.

Failure mode covered: the Performer · Assessment: 15 points

Step four

Discovery

Indicators versus motivators, and the four kinds of questions that get you from one to the other. Works the full Camry transcript to the answer that matters.

Failure mode covered: the Product Expert · Assessment: 24 points

Step five

Guide

You are Yoda, not Luke. Perceived needs versus real needs, and the refocusing technique that turns a folded-arms skeptic into a conversation.

Assessment: 24 points

Step six

Decision

Why you would rather not have the moment — the moment is a negotiation. The reframed qualifying questions and the five-month deal that closed in twenty-two minutes of logistics.

Failure mode covered: the Friend · Assessment: 15 points

Step seven

Mutual Agreements for Next Steps

There is always another step, and not only for the buyer. Rackham's four outcomes, the disruptive question, and why price is almost always the wrong answer.

Assessment: 21 points

HOW A SESSION IS SHAPED

The keynote stands alone. Run the Core Program modules as a half-day or full-day session and the room does the work: the self-assessment for each step, live discovery practice, and one commitment each person leaves with.

Start with the meeting that didn't go your way.

Tell me about one call that went sideways. That is usually enough to find the step that is costing you.

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